



DATE: February 26, 2010

TO: Michael G. Herring, City Administrator

FROM: Darren Dunkle, Director of Parks and Recreation

SUBJECT: Meeting Minutes – 2/25/10 Parks and Recreation Committee

A meeting of the Parks and Recreation Committee took place on Thursday, 2/25/10. Those in attendance included Chairperson Mike Casey, Ward 3, Councilmember Matt Segal, Ward 1, and Councilmember Bruce Geiger. Also in attendance were City Administrator Mike Herring, Director of Parks and Recreation Darren Dunkle, Assistant Director of Parks and Recreation Steve Jarvis, and Superintendent of Recreation Operations Kari Johnson.

Chairperson Casey called the meeting to order at 5:30 p.m.

Agenda Item #1: Approval of Minutes - Councilmember Geiger motioned and Councilmember Segal seconded to approve the October 29, 2009 minutes. The motion was approved by a vote of 3-0.

Agenda Item #2: Amphitheater – Director of Parks and Recreation, Darren Dunkle, stated that at the October 29, 2009, meeting of the Committee, discussion took place regarding the Amphitheater and how it would or could be used, rental rates, rules, etc., and that Staff was directed to develop some specific ideas/proposals and return same to the Committee, for further discussion/consideration. As such, Staff has made contact with several other amphitheater operators throughout the country and through this contact and research have developed specific recommendations for consideration.

Chairperson Casey recognized City Administrator, Mike Herring and Director of Parks and Recreation, Darren Dunkle who gave the following overview of the recommendations proposed by Staff:

PHILOSOPHY

Through discussions and research of other cities who had venues of similar size, Staff has found that their main objective was to provide a venue that through the programming of community events, concerts, plays, weddings, meetings, ceremonies, etc. would create a better sense of community. Using this philosophy, the primary purpose was to provide a venue for the general use and enjoyment of the community.

As you are aware, Council has not adopted a specific philosophy, nor has Staff been given a specific direction. However, **it would be Staff's recommendation to adopt the same philosophy with the Amphitheater as the City has taken with the operation of the other facilities within the parks system, in that the primary purpose of the facility is to provide a community service, as opposed to having a self sustaining operation. As with the operations of the other facilities within the parks system, reasonable fees would need to be collected to help offset the costs of operations; however, revenues would never be at a level to cover the full costs of operations. In this scenario, fees collected would primarily go towards Activity operations (Activity staffing, administrative costs, programming, utilities, janitorial, maintenance, etc.), with the Parks Sales Tax Budget covering routine maintenance, capital expenditures and major repairs etc.**

PROGRAMMING/MARKETING

Through Staff's research of similar size municipal amphitheaters, we have found that the primary use of the venues and majority of the uses fell into the classification of either City Sponsored or Civic/Non-profit. These uses included special events, concerts, ceremonies, and church functions. Secondary uses fell into the classifications of Private and Business/Commercial. These uses included weddings, concerts, and special events.

Taking this information along with the information that was gained through the design workshop and subsequent meetings and discussions with potential users, Staff feels that the usage of the City's Amphitheater would be no different. As such, the City should expect that the primary uses of the Amphitheater would include City sponsored or co-

sponsored functions, concerts/musical performances, weddings, church functions, and special events.

However, the best formula for success would be to accommodate a variety of uses.

During this process, Staff has identified a number of potential users (see Amphitheater Possible Users/Uses document) who have already expressed an interest in using the Amphitheater for their functions; however, they have also expressed a concern regarding their ability to pay for the use of the Amphitheater. Staff has also identified a number of programs (4th of July, Turkey Trot, and Movies) that the City currently offers, that could be moved to the Amphitheater. However, it will also be necessary for the City to develop additional programs and special events to complement other uses.

Accordingly, it is recommended that over the course of the next year, Staff be directed to further identify possible users and new programs, market, and to begin booking activities for 2011. Furthermore, it is Staff's opinion that the programming of the Amphitheater will follow a similar path of that of the CVAC when it first opened. In that the use will start off slow for the first two to three years with a few users, but once the ball gets rolling and the word gets out, it will start to steamroll to a point where we will have a full schedule of events and activities.

RENTAL RATES

As previously stated, Staff has met with various groups of potential users to determine possible uses and their subsequent needs and desires. During this process, it was made very clear, that the biggest factor/obstacle in these groups using the Amphitheater was cost. They made it very clear that they all would love to use the Amphitheater, and that they understood and agreed that a fee would need to be placed for the use of the facility; however, since the majority of the users would be either non-profit or civic groups, the fees would either need to be at a rate which these groups could afford, or these activities would need to be co-sponsored by the City or by a corporate sponsor. This is particularly true for the school districts and scout groups.

Through our research, it will be necessary to develop a range of fees that are reasonable enough to facilitate non-profit and civic groups, while at the same time be at a level to help offset the cost of operations. Accordingly, Staff has developed a classification

system that would establish rental rates for the following Activities/Groups: City Sponsored and/or Co-Sponsored, Non-Profit/Civic, Private, and Business/Commercial.

As detailed in the attached “Amphitheater Rental Rates”, this classification system is a graduating scale, as it allows the City to charge minimal fees (\$150.00, which includes a four hour rental period; staffing; administration, utilities and janitorial fees) to cover activity/event operation costs for the non-profit groups, and slowly graduates upward for the private and business/commercial groups. As is the case with all other facility fees within the parks system, the Amphitheater rates include a graduating scale for resident and general rates, weekday, weekend, and holiday rates; as well as for the amount of people in attendance.

Accordingly, it is recommended that the aforementioned “Amphitheater Rental Rates” be adopted for 2011. Furthermore, it would be recommended that the rates be reviewed and a new recommendation be brought forward annually.

RULES/AGREEMENT

Through Staff’s research of similar facilities, Staff has developed the attached “Amphitheater Rules and Regulations” and “Amphitheater Permit Agreement”. These documents outline the Lessee’s Information; Activity Information; Fee and Deposits; Reservation Procedures; Refunds; General Information; Rules and Regulations; Insurance Requirements; etc. **Accordingly, it is recommended that the aforementioned “Amphitheater Rules and Regulations” and “Amphitheater Permit Agreement” be adopted for 2011. Furthermore, it would be recommended that the rates be reviewed and a new recommendation be brought forward annually.**

STAFFING

It has determined that in order to operate the Amphitheater, additional staffing will be required. The Parks five year budget forecast already includes funds for the addition of a Recreation Specialist (This position would not only assist in the operations of the Amphitheater, but would also assist with the operations of all City facilities), and Full-

time and Seasonal Maintenance Workers. However, additional seasonal employees would be required for event operations/supervision and concessions.

As with the operations of all of our facilities, we would have a full-time employee whose responsibilities would include the operations of the Amphitheater; however, due to the size, scope, and schedules associated with the operations of all of the facilities within the parks system, several other full-time employees already on the recreation operations staff would have to be cross trained to assist in the operations. Other than the aforementioned full-time Recreational and Maintenance Staff, we would have to hire additional seasonal employees, whose main functions would be to supervise the events and concession operations. These seasonal employees could come from the same seasonal employee pool that is currently being used to operate the CVAC and the Family Aquatic Center.

Accordingly, it is recommended that the Staffing Plan described herein be adopted.

BUDGET

The Parks five year budget forecast includes funds for a full-time employee, full-time maintenance workers, and routine maintenance; however, it does not include funds for event operations, nor does it include revenues derived from event operations.

Other than the costs that have already been identified within the five year budget forecast, it is difficult to determine what the actual annual revenues and operational expenses would be. This is due to the fact that these items are directly linked to the number of events and activities that will actually take place within a given year. However, since these items are linked, and that the operational needs would only be affected by an actual event itself, the revenues collected would offset operational costs, as well as additional programming and co-sponsorship costs.

Using this philosophy, it is recommended that revenues collected through the Parks Sales Tax Fund be used to cover expenses already identified within the Parks five year budget forecast, with revenues collected through rental rates and concessions covering event operations, programming and possible co-sponsorship costs.

SPONSORSHIPS/NAMING RIGHTS

Sponsorships

As previously mentioned, Staff has identified a number of potential users (see Amphitheater Possible Users/Uses document) who have already expressed an interest in using the Amphitheater for their functions; however, they have also expressed a concern regarding their ability to pay for the use of the Amphitheater. This is particularly true for the school districts and scout groups. Staff has also identified a number of programs (4th of July, Turkey Trot, and Movies) that the City currently offers, that could be moved to the Amphitheater. However, it will also be necessary for the City to develop additional programs and special events to complement other uses. **As such, these activities would need to be accomplished through donations, grants, corporate underwriting/sponsorship or be co-sponsored by the City.**

Naming Rights

Through Staff's research, only one venue had any type of naming rights, and it was through a one-time nominal donation from the Lion's Club. According to the cities contacted, it was stated that it was either against City policy to have any type of commercial sponsorship or the fact that corporations were not interested in buying naming rights for venues of this type and size. However, most cities were not opposed to naming the venue after an individual or family.

PARKING

As you are aware, the general concept and design of Central Park and the Downtown Chesterfield development was to create a walkable community and a sense of a downtown, where people could park and walk to several destinations. As such, parking for the Amphitheater will consist of several areas throughout the Downtown Chesterfield area. These areas include the Amphitheater Parking Lot, Central Park Parking Lot, HOK Building Parking Lots, Awakening Parking Lot, Veterans' Place Drive, Lydia Hill Drive, and Burkhart Place Drive. These parking areas should be sufficient to handle events of a couple hundred people during weekdays, up to 2,000

people on weeknights, weekends and holidays. Additional parking will be made in the future as Sachs develops the second phase of Downtown Chesterfield.

There followed a substantial amount of discussion by Chairperson Mike Casey, various members of the Committee and Staff. Considerable discussion took place and the Committee agreed to support Staff's recommendations; however, at the request of Councilmember Geiger, the Committee unanimously agreed, to defer final action regarding Staff's recommendations, until the next meeting of the Parks/Recreation Committee scheduled for Thursday, March, 25, 2010 at 5:30pm, and that Mr. Herring specifically invite Councilmember Lee Erickson to attend that meeting.

Agenda Item #3: Accreditation Update – Director of Parks and Recreation, Darren Dunkle, stated that the Parks and Recreation Department is currently undertaking the process to obtain national accreditation from the Commission on Accreditation for Parks and Recreation Agencies (CAPRA). CAPRA was created in 1989, by the American Academy for Park and Recreation Administration (AAPRA) and the National Recreation and Parks Association (NRPA) as a credentialing authority to strengthen professionalism in Parks and Recreation Agencies, maintain standards and procedures for Park and Recreation Agencies, administering a rigorous program based on self-assessment and peer review using national standards of best practice to better promote the quality of agency services and delivery systems, assurance of well administered services in accord with approved professional practices, external recognition of a quality governmental service, holds agency accountable to the public and ensures responsiveness to meet their needs, and improves customer and quality services.

The process of accreditation is extensive, as it includes 144 standards in 10 different categories in which the Department must comply. These standards prescribe “what” the Department should be doing, but not “how” the Department should be doing it. Accordingly, Staff is thoroughly reviewing and updating its practices, policies and procedures to demonstrate conformance with the highest professional standards.

Mr. Dunkle stated that it has taken the Department several years to get to the point where they were ready to move forward with the formal process of becoming accredited. As such, Staff will be submitting the initial application of intent by the end of February. Once the initial application has been submitted, the Department will move forward with the completion of a detailed self-assessment report that will be reviewed and assessed by a team of experienced park and recreation professionals (Assessors). This process could take up to six months. After a thorough review and assessment of the application has been completed, the Assessors will perform an on-sight assessment to determine if all applicable requirements have been met.

Once a decision has been made by the Assessors that the Department has met all of the requirements, a recommendation will then be submitted to the CAPRA Board for certification. The whole process of accreditation should take nine months to one year to complete. When certification has been achieved, it will be necessary for the Department to continually monitor and update the status of the practices, policies and procedures to demonstrate conformance with the highest professional standards, and submit an application for recertification in five years.

It is the Departments' goal to join an elite group of eighty-eight Parks and Recreation Agencies nationally and only two within the state of Missouri (Kansas City, Lee's Summit) currently holding national accreditation from CAPRA. Furthermore, the Parks and Recreation Department and the Public Works Department who is also working towards their accreditation through the American Public Works Association (APWA), hopes to join the Police Department who has already received their accreditation through the Commission on Accreditation for Law Enforcement Agencies (CALEA). If achieved, the City of Chesterfield would become one of only eight agencies in the nation who would have achieved accreditation in all three departments.

City Administrator, Mike Herring, noted that no action was required by the Committee, that this is a receive and file item.

Agenda Item #4: Meeting Schedule – Chairperson Casey presented the proposed Committee Meeting Schedule as follows:

March 25, 2010	August 26, 2010
April 29, 2010	September 30, 2010
May 27, 2010	October 28, 2010
July 29, 2010	

Councilmember Geiger motioned and Councilmember Segal seconded to approve the 2010 Committee Schedule as submitted. The motion was approved 3-0.

Agenda Item #5: Other – Councilperson Segal asked Staff for an update on the progress of the planning of the Eberwein Property. Mr. Dunkle stated that the “City team” consisting of Parks and Planning/Public Works Staff has been working with the “Citizen Committee” consisting of members of the Parks and Recreation Citizen Advisory Committee, Historical Committee, Landmarks Preservation Committee, and two neighboring residents of the property to come up with ideas and a conceptual design. Mr. Dunkle further stated that a recommendation would be forth coming within the next couple of months.

Agenda Item #6: Adjournment – The meeting was adjourned at 6:19 p.m.